

IUPUI Office of External Affairs – Highlights 2012-2013

The mission of the IUPUI Office of External Affairs is to advance the perception of IUPUI faculty, research and academic programs to retain students, faculty, and staff and shape the attitudes of policy makers, government, corporate and civic leaders, peer institutions, alumni, friends and donors. Below are highlights from the 2012-13 academic year.

Teaching and Learning

The Office of External Affairs supports the campus's efforts to improve teaching and learning by attracting more better qualified and diverse students through advertising, promotions, earned media and outreach events.

- Successfully executed the first year of a three-year agreement with the Indiana Pacers and Fever. The Pacers sponsorship included radio ads during the game coverage, a program ad, a fascia sign in the area, and an IUPUI night at the Pacers. During the IUPUI night on April 9, students distributed 3,000 co-branded rally towels, a top student was recognized during half time, a time-out contest featured IUPUI and t-shirts were distributed for the t-shirt toss and the George Hill/Paul George G2 zone.
- Expanded marketing to diverse communities by running a series of ads with accompanying editorials in the Indianapolis Recorder, Indiana Minority Business Magazine and La Voz. The content featured people and programs of interest to these communities such as IUPUI's role in the National Society of Black Engineer's conference and the Latino college prep program Project Stepping Stone.
- Continued to support IUPUI as a destination campus for high ability students. External Affairs promoted the campus and attracted high ability undergraduate prospects through a number of middle school and high school student competitions. These competitions, including "We the People" constitution regional and state competitions, Science Olympiad, Scholastic Art & Writing Competition, and the Scripps Spelling Bee, reached more than 750 high ability students. (Visit <http://community.iupui.edu/> and select Impacting Our Community, select Science Olympiads)
- Continued its support of new student welcomes for incoming students and their families in their hometowns through the Office of Alumni Relations
- Resurrected the *Junior Jaguars Kids Club* for children under 12 and hosted several successful events at IUPUI athletic games and more. Membership is now over 100 kids and new strategies are under development to better coordinate with other early outreach activities on campus. (Visit <http://community.iupui.edu/juniorjags/>)

IUPUI Office of External Affairs – Highlights 2012-2013

Research, Scholarship and Creative Activity

The Office of External Affairs supports the campus's goals of promoting research, scholarship and creative activity through events and promotions that showcase scholarly activity and encourage external funding.

- Provided the community entrée to academic scholarship through the TRIP initiative by supporting the Community Showcase on October 12, 2013, and the TRIP Keynote Address by Dr. Pearl Dykstra on March 26, 2013. (Visit <http://trip.iupui.edu/> to learn more about TRIP.)
- Celebrated charitable giving and volunteerism of friends and donors to the IUPUI campus through the 25th Spirit of Philanthropy luncheon, hosted at the IUPUI Campus Center on April 2, 2013. Donors to 25 schools and units were recognized for their contributions in front of an audience of 285. (Visit <http://www.iupui.edu/galleries/352/SpiritofPhilanthropy> for photos and information.)
- Informed and engaged nearly 150,000 alumni through the production of the IUPUI Magazine in collaboration with the IU Alumni Association and IU Foundation-Indianapolis. The magazine is mailed to every graduate of the IUPUI campus for whom we have addresses and, as such, is an important piece in keeping alumni engaged and informed about the IUPUI campus. (View digital versions of the IUPUI Magazines, Spring 2013: <http://magazine.iupui.edu/13Spring/index.shtml>)
- Promoted meaningful engagement of alumni through volunteer leadership on 20 alumni advisory boards, including the IUPUI Alumni Relations Council, Neal Marshall Alumni Club Indianapolis Chapter, Board of Advisors and the Dialogue Group. Planned, executed and delivered alumni events serving 15,000 campus alumni annually through networking events, workshops, student awards and scholarship events.
(IUPUI Office of Alumni Relations: <http://alumni.iupui.edu/>
IUPUI Alumni Council <http://alumni.iupui.edu/council.html>
Neal Marshall Alumni Club Indianapolis Chapter leadership
<http://alumni.iupui.edu/indynmac/board.html>
IUPUI Board of Advisors <http://www.iupui.edu/administration/boa/index.html>)
- Celebrated and recognized the scholarly achievement of students at IUPUI by hosting the Top 100 student event in April 2013 attracting over 700 students, guests, alumni, staff and faculty. The university commencement ceremonies were conducted in May 2013 with 6,304 graduates and over 30,000 family members and guests in attendance. (View <http://www.iupui.edu/~soar/> and select Top 100, view commencement information <http://alumni.iupui.edu/commencement/2012/>)

IUPUI Office of External Affairs – Highlights 2012-2013

- Recognized the achievement of alumni from the IUPUI campus at the Alumni Leadership awards dinner recognizing Kenneth R. Hyde, DDS, Jimmie L. McMillian, Jr., and Linda Olvey in February 2013 with 240 guests, alumni and friends in attendance. (View information on the Maynard K. Hine Award presented at the leadership dinner <http://alumni.iupui.edu/hinemedallion.html>)
- Showcased the excitement of a high energy urban campus through the execution of the Fourth Annual IUPUI Regatta, half mile canoe relay for students, alumni and faculty. The daylong event attracts families from across the region to the canal just east of campus. (Visit the Regatta at: <http://www.iupui.edu/~soar/regatta/>)

Civic Engagement

The Office of External Affairs contributes to the campus's commitment to civic engagement by growing and developing new partnerships with external organizations as well as sustaining communications with civic leaders and elected officials.

- External Affairs vetts numerous requests for sponsorships of community initiatives and events which further the priorities of the campus and the region. External Affairs facilitated the sponsorship and ensured that campus partners were involved to maximize the opportunity for engagement. The following sponsorships reinforced the outreach goals of the campus:
 - **Strengthen Indiana's economy in key economic clusters** through participation in the Techpoint Innovation Summit and Mira Awards, Indy Hub, Hispanic Business Council-Conexion, Indiana China Council, Economic Club of Indiana, Indianapolis Downtown Inc.
 - **Attract diverse students and maintain visibility of the campus with underrepresented audiences** through sponsorship of the Indianapolis Urban League, Center for Leadership Development, Madame Walker Theatre, Indiana Black Expo, 100 Black Men, Indiana Latino Expo, La Plaza, Indiana Latino Scholarship program, Indy Pride Festival, Chinese Festival, International Festival, IPS Foundation, Indianapolis Indians' Baseball in Education, Girls Inc., WFYI, PBS Kids in the Park, Project Stepping Stone and El Dia De La Familia.
 - **Support the campus's commitment to health and life sciences research** through Juvenile Diabetes Walk, Celebrate Science Indiana, 500 Festival Health Fair and Kids Day, Race for the Cure, Coalition for Homelessness Intervention and Prevention, Mary Rigg Community Center, United Way of Central Indiana.
- 483 students, faculty and staff participated in the annual IUPUI Day of Caring by volunteering at a dozen community sites working with children, or cleaning and painting facilities and more. (View <http://www.iupui.edu/~uwaycamp/uwci.html> for information on the campus campaign)
- As part of a sponsorship for Indy Hub, and with the IU Kelley School of Business, External Affairs hosted a three-part series to attract young professionals to campus. This series, "Career

IUPUI Office of External Affairs – Highlights 2012-2013

Compass”, focused on professional development. The series drew 200 young professionals to workshops and panels staffed by IUPUI faculty, staff, administration and alumni.

- IUPUI plays a significant role in the annual city-wide Backpack Attack school supply drive. In the fall of 2012, the drive provided 35,000 students with needed school supplies. Our participation involved collecting donations from schools and units across campus as well as facilitating the use of the IUPUI warehouse for the sorting and counting of donations. (Visit <http://community.iupui.edu/community/backpackattack> to learn more about the program.)
- The annual Jam the Jaguar Bus food drive collected 2.0 tons of food which was distributed to the Midwest Food Bank to feed area families in 2013. (View <http://community.iupui.edu/community/jamthepantry/>)
- The Season of Giving is an “Adopt a Family” partnership among IUPUI and the families of the Hawthorne Center and the Christamore House. During the 2012 Seasons of Giving program, 20 IUPUI departments and units gave holiday gifts to 25 families. (visit <http://community.iupui.edu/community/seasonofgiving/>)
- IUPUI participated in the Indianapolis Cultural Trail’s grand opening festivities on May 10, 2013; helped to create and run a festival with Madame Walker Theater in the Indianapolis Urban League lot and encouraged participation by other entities including the Confucius Institute.
- IUPUI earned a top 20 employer ranking through the launch and delivery of the United Way of Central Indiana Fall 2012 Campaign. While the economic climate hampered fundraising, IUPUI raised \$331,760.00, reaching 92% of the goal and earning the campus a 2012 UWCI Top Contributor Award. (View <http://www.iupui.edu/~uwaycamp/>)
- IUPUI informed and introduced over 250 community leaders to the priorities of IUPUI and the campus commitment to the region through the Chancellor’s Report to the Community in February 2013. (View the Chancellor’s speeches and the Report to the Community at: <http://www.iupui.edu/chancellor/messages/>)
- External Affairs promoted and advanced the success of the \$1.25 billion IUPUI Impact comprehensive campaign through coordination with the IU Foundation-Indianapolis including planning and execution of recognition and naming events, advertising and promotion of four major campaign priorities: supporting extraordinary student success, excelling as the center of health and life sciences, championing civic engagement and thriving as an urban research campus. (View <http://impactcampaign.iupui.edu/>)
- IUPUI collaborated with the School of Public and Environmental Affairs and the Indiana Policy Institute to host a policy discussion with the Gubernatorial candidates in the fall of 2012. (View <http://newsinfo.iu.edu/news/page/normal/22866.html>)

IUPUI Office of External Affairs – Highlights 2012-2013

- External Affairs coordinated IUPUI's participation in the Central Indiana Regional Transportation Authority effort to advocate in support of the mass transit bill under consideration by the Indiana General Assembly. Chancellor Bantz testified before the House Roads and Transportation committee and the Senate Tax and Fiscal Policy Committee in support of the bill.
- External Affairs facilitated community input sessions on IUPUI's strategic plan for 2025 and conducted interviews with key community leaders including BioCrossroads, TechPoint, Conexus, Hispanic Business Council and elected officials.

Diversity

- Educated the central Indiana market on the diverse educational talent at IUPUI and their contributions to their respective fields. External Affairs executed a series of eight print ads in Who's Who in Black Indianapolis, the Indianapolis Recorder and the Indiana Minority Business Magazine to promote excellent educational opportunities, value to the community and support for diversity at IUPUI. Each ad was developed with a different school or unit to also achieve their goals for reaching diverse communities. See earlier paragraph on this subject.
- Developed and delivered the Chancellor's Diversity report to 300 participants at the Martin Luther King Jr. Day celebration including print materials, online content, and the Chancellor's address to the community. (View the diversity report at <http://diversity.iupui.edu/report.html>)
- Expanded the programming and membership of the Neal-Marshall Alumni Club Indianapolis Chapter. Over 6,000 African American alumni reside in Central Indiana and over 275 alumni have participated in the Neal Marshall Alumni Club Indianapolis Chapter. The program attracts African American graduates of all Indiana University campuses who reside in central Indiana to participate in networking events, professional development workshops, student study breaks and mentorship opportunities, and scholarship dinners. The Neal-Marshall Alumni Club Indianapolis Chapter also co-sponsors the IUPUI Celebration of Black Graduates which recognizes the achievements and successes of over 150 African American graduates. (For more information visit <http://alumni.iupui.edu/indynmac/>)
- Maintained a strategic partnership with the Center for Leadership Development to host and participate in special events designed to encourage young African-American middle school and high school students to attend and graduate from college. Since the agreement began in 2008, over 6,000 students, 500 parents, staff and volunteers have benefitted from CLD programs, orientations, graduations and events hosted on the IUPUI campus. Programs include: College Prep Institute, Success Prep, Self-Discovery, Project M.R., Precious Miss, SAT Prep, Business Orientation Project (BOP), Jr. Self-Discovery, and the CLD College Prep Conference. (View program information for the Center for Leadership development <http://www.cldinc.org/>)

IUPUI Office of External Affairs – Highlights 2012-2013

- Continued a strategic alliance with the Hispanic Business Council providing sponsorship for Conexion, La Plaza - Fiesta, and Project Stepping Stone to deliver programming to prospective students and their families through a summer educational program on campus. External Affairs serves as an active participant in the development of the IU Latino Alumni Association, assisting with the national conference for Latino business, sponsorship of alumni events in Indianapolis. These community partnerships as well as the campus offices of Admissions, Latino Student Association, Latino Faculty Staff Council, and the Multicultural Success Center extend the reach of the campus into the Hispanic community in central Indiana.
- Established a partnership with the Starfish Initiative which partners mentors with 21st Century Scholars. Hosted their graduation celebration in the Campus Center on June 6, 2013, and will host another kickoff event in August 2013.

External Awards

- Jayme Little completed his term on the Association of Medical Colleges Group on Institutional Advancement. IUPUI Joshua VanGoey received the Charles and Jo Ann Linsmith Scholarship award as President of the Student Organization for Alumni Relations (SOAR).
- Emily Potts, Student Organization for Alumni Relations (SOAR) was appointed as the new student member representing all IU campuses on the IU Alumni Association Board of Managers. Emily replaces Tony Nastase (SOAR) who completed his term this year.